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TITLE: METHOD FOR INVESTIGATING PROGRAM VIEWER INFORMATION,  
METHOD FOR USING VIEWER INFORMATION AND PROGRAM VIEWING

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ABSTRACT:

PROBLEM TO BE SOLVED: To provide a new method for using an actual condition of broadcast program viewing including video viewing as a total use state, and a new method for making a contract of a broadcast advertisement using their data.

SOLUTION: A method to sum up viewer information on a program viewed in non-real time by a computer system and then to present the information as comprehensive viewer information with a program viewed and listened in real time, a device provided with a means to be used for viewing the presented information for viewing also in the viewing device, a method to guarantee an advertising opportunity contracted at the time of an advertising contract by using the viewing device, and a method for a advertising contract to determine an advertising rate in compliance with the total audience rating, the number of times of total viewing and listening or the like including video viewing, are used.

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